

Message Text

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FM AMEMBASSY BANGUI

TO SECSTATE WASHDC 7538

UNCLAS BANGUI 1578

E.O. 11652: N/A

TAGS: BEXP, CT

SUBJECT: FY78 TRADE PROMOTION PROGRAM

REF: A. STATE 195121 B. BANGUI 0289

1. CAR NOT SCHEDULED FOR TRADE PROMOTION EVENT FOR FY-78 AS LISTED IN REFTEL (A). ALTHOUGH MOST PROMOTION EVENTS NOT APPROPRIATE FOR CAR GIVEN INCIPIENT NATURE OF INDUSTRY HERE, CAR PARTICIPATION IN ONE OF SEVERAL PROPOSED EVENTS APPEARS JUSTIFIED BY MARKET CONSIDERATIONS.

2. MOST APPROPRIATE TRADE EVENT FOR CAR APPEARS TO BE CATALOG SHOW. ALL IS GOING WELL IN PREPARATION FOR WOOD-WORKING CATALOG SHOW FOR JAN 77, WE ARE RECEIVING CONSIDERABLE SUPPORT FROM CAR BUSINESS COMMUNITY, AND WE ARE HOPEFUL OF A HIGHLY SUCCESSFUL SHOW. BASED UPON RESULTS FROM THIS EVENT, ARGUMENTS PRESENTED REFTEL (B), AND CONTINUED CAPITAL INVESTMENT IN TIMBER INDUSTRY IN SPITE OF SHORT-RUN DEMAND SLUMP, POST WILL DETERMINE IF CONTINUED CONCENTRATION IN THIS INDUSTRY JUSTIFIED. THE CATALOG SHOW IN LOGGING AND FORESTRY, SCHEDULED FOR MAY 1978 AND PERHAPS A PERIPHERAL INVOLVEMENT IN THE FORESTRY TRADE MISSION SCHEDULED FOR MARCH 1978 (E.G., A REP. OF MISSION VISITING CAR) WOULD APPEAR TO BE LOGICAL FOLLOW-UPS.

3. AS OPPOSED TO AUTARKIC AND TRADE-INHIBITING POLICIES ELSEWHERE IN DEVELOPING COUNTRIES, CAR CONTINUES TO ADOPT EXPORT-PROMOTION COURSE TOWARDS DEVELOPMENT GEARED TOWARDS

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MORE EXTENSIVE PROCESSING OF AGRICULTURAL PRODUCTS. THIS

POLICY SHOULD BE ENCOURAGED BY TRADE PROMOTION ACTIVITIES IN AGRICULTURE, AIMED ESPECIALLY AT INCREASING EXPERTISE REGARDING CULTIVATION PRACTICES, APPLICATION OF INPUTS (INCLUDING MACHINERY), AND MARKETING TECHNIQUES. GIVEN WIDE-RANGE OF POTENTIAL GROWTH INDUSTRIES IN AGRICULTURE (INCLUDING COTTON, TOBACCO, COFFEE AND GROUNDNUTS) AND EXPANDING COMMERCIALIZATION OF THIS SECTOR, TRADE PROMOTION EVENT IN THIS FIELD MIGHT BE JUSTIFIED. CATALOG SHOWS IN FOOD PROCESSING AND PACKAGING FOR JAN 78 AND AGRICULTURAL EQUIPMENT FOR JULY 78 MIGHT ALSO BE APPROPRIATE, AS MIGHT BE SOME INVOLVEMENT IN TECHNICAL SALES SEMINAR IN AGRIBUSINESS SCHEDULED IN NEIGHBORING CAMEROON IN DECEMBER OF 1977. REQUEST CAR BE INCLUDED IN EITHER FOOD PROCESSING OR AGRICULTURE EQUIPMENT CATALOG SHOW.

4. POST WISHES AGAIN TO EXPRESS APPRECIATION FOR EFFORTS TO EXPAND TRADE PROMOTION EVENTS IN CAR. EXPERTISE GAINED FROM CATALOG SHOW IN JAN 77, THE FIRST EVENT OF TYPE IN CAR, AND EXPANSION OF POST FACILITIES WITH MOVEMENT TO NEW EMBASSY IN 1977, WILL HOPEFULLY PROVIDE BASIS FOR CONTINUED EXPANSION OF PROGRAM IN CAR.QUAINTON

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